

Buying Cycle Campaign Planner

Ensure you're at every touch point with this planner.

Awareness

How can you get the message about your product/service to people that have just become aware of a need for it?

- Print advertising (TV, radio, print, posters)
- Digital ads (banners, pay-per-click)
- Social media groups and pages
- Other:

Research

What information, downloads or tools can you offer that will help people who want to research suitable products?

- Blogs and articles
- Social media posts
- Online review websites (e.g. Trustpilot)
- Other:

Evaluation

What can you offer to those who may be evaluating different options (and competitors) for their purchase?

- Digital video (streaming or Youtube)
- Email newsletter
- In-store promotions
- Other:

Decision

What resources can you make available that will make it easier for prospective customers to make the decision to purchase?

- Live chat (website)
- White papers and case studies
- Special offers & coupons
- Other:

Purchase

What information, tools or resources can you offer to customers who have just purchased to make it easier for them?

- Loyalty cards
- Account portal
- Private social media groups
- Other:

Using the buying cycle campaign planner

Your potential customers will be in various stages of their own 'buying cycle'.

In order for a consumer to move from browser (the 'awareness' stage) to customer (the 'purchase' stage), they progress through different stages of their buying cycle, each of which needs to be satisfied before they move onto the next stage:

1. Awareness
2. Research
3. Evaluation
4. Decision
5. Purchase



Engage throughout their journey

To attract prospective customers to your business to ensure that they buy from you - and not your competitors - you need to engage them at various 'touch-points' throughout their buying cycle.

Build a relationship with your prospective customers from the beginning of their buying cycles, and you stand a much better chance of those customers buying from **you** when they are at the stage when they are ready to buy.

Use this template to identify activities that you can use throughout the buying cycle to keep the relationship between you and the prospective customer strong, which will increase the chance of creating a loyal customer for life.

Aim to use at least one activity for each stage of the buying cycle to capitalise on every touch-point.

Refer back to the template regularly to identify new activities to reach your customers at the most appropriate touch-points in their buying cycle.